



Public Engagement Strategy:

**Creating a Sustainable
LANDSDOWNE PARK,
Together**

**Document #4 – Identified Stakeholders & Members of the
Equity Deserving Lens Group**

City of Ottawa
Planning, Infrastructure
and Economic Development
June 2021



IDENTIFIED STAKEHOLDERS

Included in the target audiences, outreach efforts will focus on identified stakeholders to achieve wide and far-reaching engagement:

Audience	Objective and Role	Considerations for input	Type of Engagement	Methods of Engagement
Business and Retail Sector	Through Ottawa Chamber of Commerce, Invest Ottawa, and the Ottawa Coalition of BIAs, reach out to members on the future of Lansdowne Park with an emphasis on gauging interest to locate new local businesses on the site	To provide a new perspective of what a new retail mix could look like moving forward	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Community Champion - Specific surveys and information gathering
Festival Networks	Consult with the members of the Ottawa Festival Network to generate new ideas on how Lansdowne Park can be incorporated into new and existing festival activities	To provide a host of new initiatives for programming and fundraising activities during the festival season and beyond.	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Community Champion - Specific surveys and information gathering

Audience	Objective and Role	Considerations for input	Type of Engagement	Methods of Engagement
Special Event Planners	Consult with Special Events Planners in Ottawa that have used the site and discuss what the site needs in terms of upgrades and improvements to make it accessible to a greater number of organizations and individuals	To provide a list of how to improve upon what's there from a logistical and event planning perspective	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Community Champion - Specific surveys and information gathering
Entertainment and Music Industry,	Through International Alliance of Theatrical Stage Employees (I.A.T.S.E.) and other music industry organizations consult with members to access the state of the site and what improvements are required to better respond to their needs.	To provide information on what works and what does not, from a planning/technical perspective at Lansdowne Park in general and its buildings.	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Community Champion - Specific surveys and information gathering

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Local Boaters Clubs	Explore with boat club members the feasibility to make Lansdowne Park a new destination accessible from the Rideau Canal	To provide a sense of what would be required to have a dock or what other services would be required to attract boaters to a future Lansdowne Park boat stop.	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Community Champion - Specific surveys and information gathering
Tourism Ottawa	Reach out to members of Tourism Ottawa and brainstorm on how to redefine the site as a tourism destination – what’s missing and how can we make it more appealing to tourists?	To provide information from a group of professionals in the tourism industry working collaboratively to help promote the site	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Community Champion - Specific surveys and information gathering
Local Artists & Arts Groups	Seek out artists opinions on ways on increasing foot traffic through local art exhibitions	To help attract new foot traffic and encourage the site as a new artistic destination	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Community Champion - Specific surveys and information gathering - Arts, Culture and Recreation Advisory Committee

Audience	Objective and Role	Considerations for input	Type of Engagement	Methods of Engagement
Local Sports Teams	A call out to local sports teams to gauge their interest in using Lansdowne Park for special occasions such as awards banquets, special fundraising events during weeknights, etc.,	To provide a new perspective on the feasibility of using the public spaces at Lansdowne Park and its amenities	Inform/Involve	<ul style="list-style-type: none"> - Targeted meetings - Community Champion - Specific surveys and information gathering
Ottawa Sports & Entertainment Group: teams	CFL, OHL, Live Nation, Soccer	To provide a new perspective on customer experience, new programming and animation during day games and off day games	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Community Champion - Specific surveys and information gathering
Local Gardening Clubs (i.e., Garden Ottawa)	Bring together a group of gardening enthusiasts holding special events with their members, while encouraging them to plan these events during the week,	To provide a new perspective on the feasibility of using the public spaces at Lansdowne Park and its amenities	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Community Champion - Specific surveys and information gathering

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	not only on weekends.			
Affordable Housing Organizations	Bring together a panel of experts to discuss with the public a way going forward on creating affordable housing at Lansdowne Park.	To inform and educate the means and ways of including affordable housing at Lansdowne Park	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Community Champion - Specific surveys and information gathering
Community associations	Include Community Associations in discussions to share their interests with respect to the site.	To provide feedback through targeted meetings and through the City's engagement tools.	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Community Champion - Specific surveys and information gathering
OSEG Season Ticket Holders	To seek input from existing season ticket holders to provide feedback on how to improve the customer experience.	To provide valuable information from a loyal clientele, who regularly visits the site.	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Community Champion - Specific surveys and information gathering
Universities and Colleges	To seek input from a post-secondary	To discuss their facility, training, programming, event	Inform/Involve	<ul style="list-style-type: none"> - Targeted meetings - Community Champion

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	perspective, on re-imagining the site and its uses.	needs and opportunities		<ul style="list-style-type: none"> - Specific surveys and information gathering
Cycling Groups and Clubs	To seek input from cyclists on how to improve the cycling experience at the site	Cycling facilities, connections, accessibility	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Community Champion - Specific surveys and information gathering
Actors/Performers	To seek input from a theatrical perspective in terms of putting on performances, theatre	What type of facilities are required, staging, change rooms, sound, light	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Community Champion - Specific surveys and information gathering
Film and TV Producers	Reach out to the film and TV production industry to make the site a potential movie or TV set location	What type of facilities are required, staging, change rooms, sound, light, technical needs	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Community Champion - Specific surveys and information gathering
Farmers and agricultural community	Reach out to local farmers to seek input on how to improve the farmers market experience	What more is needed to encourage a bigger clientele, what's missing from a service perspective for the farmer	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Community Champion - Specific surveys and information gathering

Audience	Objective and Role	Considerations for input	Type of Engagement	Methods of Engagement
Walking Groups	Seek input from walking groups on the pedestrian experience on the site	Amenities, resting and shading areas, washroom facilities	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Community Champion - Specific surveys and information gathering
Environmental Groups	Seek input from nature and environmental groups in terms of improving the general methods used to protect the environment, trees, etc.,	Examine the site in terms of its natural and environmental aspects	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Community Champion - Specific surveys and information gathering

MEMBERS OF THE EQUITY DESERVING LENS GROUP

The Engagement Strategy will focus on outreach to ensure the following target audiences, who include the groups identified in the City’s Equity and Inclusion Lens, are heard and are able to provide input based on the needs and the interests of each specific group.

The table below outlines how the approach for each specific audience; the objective of reaching each audience; some considerations, or topics each unique group may provide; the type and level of engagement; and the possible communication tactics and vehicles used to reach each group.

Audience	Objective and Role	Considerations for input	Spectrum of Engagement	Methods of Engagement
Indigenous Peoples	Include Indigenous communities First Nations, Urban Indigenous Inuit, and Métis populations to provide their unique	Indigenous Peoples cultural symbols, language, sports, art, cuisine, music, special events and gatherings,	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Literature and documents in respective languages - Community Champion

Audience	Objective and Role	Considerations for input	Spectrum of Engagement	Methods of Engagement
	perspective as a stakeholder on various programming elements offered at Lansdowne Park and/or to suggest new ones.	celebration of National Indigenous Peoples Day and festivals and performances and opportunities for economic participation in procurement		<ul style="list-style-type: none"> - Specific surveys and information gathering - Social Media & Webpage in respective languages
Francophones	Ensure that Francophones feel represented in both language and culture on the site.	Ensure proper bilingual signage, feature francophone artists, music, cuisine, special events and gatherings, new francophone services and businesses, celebrations of francophone culture, theatre performances	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Literature and documents in French - Community Champion - Specific surveys and information gathering - Social Media & Webpage in French - French Language Services Advisory Committee
GLBTQIA2+	Consult with the GLBTQIA2+ community to ensure their perspective as a stakeholder on various programming elements are offered on the site being mindful of	On site representation of the GLBTQIA2+ community of Ottawa, celebrations, special events	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Community Champion - Specific surveys and information gathering

Audience	Objective and Role	Considerations for input	Spectrum of Engagement	Methods of Engagement
	terminology and language.			
New Canadians	Seek input from the variety of nationalities represented in Ottawa to get a broader reaction as to what new Canadians are looking for in the site's facilities.	National Day celebrations, music, art and culture, cuisine	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings, including immigrant entrepreneurship organizations - Community Champion - Specific surveys and information gathering
People living in poverty	Reach out to those living in poverty to seek out ways in which they could participate in events and address the issue of affordable housing.	Housing needs, clothing and childcare needs, sports, entertainment needs, and needs for educational tools, transportation	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Community Champion - Specific surveys and information gathering
Accessibility Community (confirm with Accessibility Office)	Address current accessibility issues on the site. Continue to identify ways to continue to improve accessibility on the site.	Signage and information materials available in accessible formats, transportation to the site	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Community Champion - Specific surveys and information gathering - Accessibility Advisory Committee
Rural Residents	Consult with rural residents and agricultural community to get a sense of what site	Travel time to the site, events of a rural nature	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Community Champion

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	animation and programming activities would entice them to travel to Lansdowne Park.			<ul style="list-style-type: none"> - Specific surveys and information gathering
Racialized communities	Consult with Black, Asian, East Asian, Muslim, Jewish and other racialized communities on ways to make Lansdowne appealing and accessible with unique service offerings and amenities	On site representation of our diverse communities, celebrations, special events and cultural considerations	Inform/Consult	<ul style="list-style-type: none"> - Please complete
Older Adults	Consult with older adults to seek their unique perspective on what site animation and programming activities would entice them to come to Lansdowne Park	Transportation, accessibility, resting and shaded areas, music, art and cultural events, special gatherings, or site tours for senior's groups, theatre performances	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Community Champion - Specific surveys and information gathering - Seniors Roundtable
Women	Consult with women's groups to seek their unique perspective	Input on site animation, programming for women, safety, and security issues, as well as childcare services could be	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Community Champion - Specific surveys and information gathering

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		added to the site, additional washroom facilities		
Youth	Use social media and online channels to high schools and universities, work with colleges and local school boards as well as Youth Ottawa, Youth Services Bureau, Boys and Girls Club to seek out what site programming and animation would entice them to come to Lansdowne Park.	Input on site animation, programming, entertainment, sports, games, competitions, art, dance, music, theatre	Inform/Consult	<ul style="list-style-type: none"> - Targeted meetings - Community Champion - Specific surveys and information gathering